

**CONTRACT**

**WOIO**  
1717 East 12th Street  
Cleveland, OH 44114  
(216) 771-1943

|  |   |  |
|--|---|--|
| <b>Contract / Revision</b><br>839019 /               |   | <b>Alt Order #</b>                                     |
| <b>Product</b><br>OH MANDEL KENNEDY SPLIT OCT 23-NOV |   |  |
| <b>Contract Dates</b><br>10/23/12 - 11/05/12         |   | <b>Estimate #</b><br>3010                              |
| <b>Advertiser</b><br>Mandel/Kennedy                  |   | <b>Original Date / Revision</b><br>10/22/12 / 10/22/12 |
| <b>Billing Cycle</b><br>EOM/EOC                      | <b>Billing Calendar</b><br>Broadcast        | <b>Cash/Trade</b><br>Cash                              |
| <b>Station</b><br>WOIO                               | <b>Account Executive</b><br>House WOIO/WUAB | <b>Sales Office</b><br>Cleveland Local                 |
| <b>Special Handling</b>                              |   |  |
| <b>Demographic</b><br>Adults 25-54                   |   |  |
| <b>IDB#</b>  | <b>Advertiser Code</b>                      | <b>Product Code</b>                                    |
| <b>Agency Ref</b>                                    |   | <b>Advertiser Ref</b>                                  |

And:

**Strategic Media Placement.**  
7669 Stagers Loop  
Delaware, OH 43015

| *Line         | Ch    | Start Date        | End Date        | Description        | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots     | Amount             |
|---------------|-------|-------------------|-----------------|--------------------|----------------|------|--------|-------------------|-------------|------|-----------|--------------------|
| N 1           | WOIO  | 10/23/12          | 10/26/12        | Action News at 5p  | 5-6p           |      | :30    |                   |             | NM   | 2         | \$3,000.00         |
|               |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
|               | Week: | 10/22/12          | 10/28/12        | -T--F--            |                |      |        | 2                 | \$1,500.00  |      |           |                    |
| N 2           | WOIO  | 10/29/12          | 11/02/12        | Action News at 5p  | 5-6p           |      | :30    |                   |             | NM   | 3         | \$4,500.00         |
|               |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
|               | Week: | 10/29/12          | 11/04/12        | M-W-F--            |                |      |        | 3                 | \$1,500.00  |      |           |                    |
| N 3           | WOIO  | 11/05/12          | 11/05/12        | Action News at 5p  | 5-6p           |      | :30    |                   |             | NM   | 1         | \$1,500.00         |
|               |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
|               | Week: | 11/05/12          | 11/11/12        | M-----             |                |      |        | 1                 | \$1,500.00  |      |           |                    |
| N 4           | WOIO  | 10/23/12          | 10/26/12        | Action News at 11p | 11-1135p       |      | :30    |                   |             | NM   | 4         | \$12,000.00        |
|               |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
|               | Week: | 10/22/12          | 10/28/12        | -TWTF--            |                |      |        | 4                 | \$3,000.00  |      |           |                    |
| N 5           | WOIO  | 10/29/12          | 11/02/12        | Action News at 11p | 11-1135p       |      | :30    |                   |             | NM   | 3         | \$9,000.00         |
|               |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
|               | Week: | 10/29/12          | 11/04/12        | M-W-F--            |                |      |        | 3                 | \$3,000.00  |      |           |                    |
| N 6           | WOIO  | 11/05/12          | 11/05/12        | Action News at 11p | 11-1135p       |      | :30    |                   |             | NM   | 1         | \$3,000.00         |
|               |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
|               | Week: | 11/05/12          | 11/11/12        | M-----             |                |      |        | 1                 | \$3,000.00  |      |           |                    |
| <b>Totals</b> |       |                   |                 |                    |                |      |        |                   |             |      | <b>14</b> | <b>\$33,000.00</b> |

| Time Period         | # of Spots | Gross Amount       | Net Amount         |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/28/12 | 6          | \$15,000.00        | \$12,750.00        |
| 10/29/12 - 11/05/12 | 8          | \$18,000.00        | \$15,300.00        |
| <b>Totals</b>       | <b>14</b>  | <b>\$33,000.00</b> | <b>\$28,050.00</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

# MANDEL KENNEDY SPLIT

839019

Revision #: 0

Date: 10/21/2012

Client: OH MANDEL KENNEDY SPLIT  
Media: TV  
Product: SPLIT  
Market: Cleveland

Estimate: 3010  
Description: OH MANDEL KENNEDY SPLIT OCT 23-NOV  
Flight Start Date: 10/23/12 5:00:00 AM  
Flight End Date: 11/6/12 4:59:00 AM

*DR 10/22*

Separation between spots: 10

## Revision Comments:

| Line No      | Daypart Program                                  | Daypart Code | STN Gross  | STN Net    | Days | Tue | Wed | Thu | Fri | Sat | Sun | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Mon |
|--------------|--|--------------|------------|------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 32           | WOIO-TV<br>MTUWTHF 5:00p-6:00p<br>ACTN NWS-5 PM< | EN           | \$1,500.00 | \$1,275.00 | 30   | 1   | 0   | 0   | 1   | 0   | 0   | 1   | 0   | 1   | 0   | 1   | 0   | 0   | 1   |
| 33           | MTUWTHF 11:00p-11:35p<br>ACTN NWS-ELEVN<         | LN           | \$3,000.00 | \$2,550.00 | 30   | 1   | 1   | 1   | 1   | 0   | 0   | 1   | 0   | 1   | 0   | 1   | 0   | 0   | 1   |
| Total Spots: |  |              |            |            |      | 2   | 1   | 1   | 2   | 0   | 0   | 2   | 0   | 2   | 0   | 2   | 0   | 0   | 2   |

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 Flight End Date: 11/6/12 4:59:00 AM

Separation between spots: 10

## Revision Comments:

| Line No | Daypart Program | Daypart Code | STN Gross | STN Net | Days | Tue | Total Spots |
|---------|-----------------|--------------|-----------|---------|------|-----|-------------|
|---------|-----------------|--------------|-----------|---------|------|-----|-------------|

## WOIO-TV

|    |                       |    |            |            |    |   |    |
|----|-----------------------|----|------------|------------|----|---|----|
| 32 | MTUWTHF 5:00p-6:00p   | EN | \$1,500.00 | \$1,275.00 | 30 | 0 | 6  |
|    | ACTN NWS-5 PM<        |    |            |            |    |   |    |
| 33 | MTUWTHF 11:00p-11:35p | LN | \$3,000.00 | \$2,550.00 | 30 | 0 | 8  |
|    | ACTN NWS-ELEVN<       |    |            |            |    |   |    |
|    |                       |    |            |            |    |   | 14 |

Total Spots: 0

Total Cost: \$33,000.00 \$28,050.00

## Total

|        |             |             |   |
|--------|-------------|-------------|---|
| OCT 12 | \$15,000.00 | \$12,750.00 | 6 |
| NOV 12 | \$18,000.00 | \$15,300.00 | 8 |

## Disclaimer:

Signature: \_\_\_\_\_



# Summary by Station/System

Date: 10/21/2012

Client: OH MANDEL KENNEDY SPLIT  
Media: TV  
Product: SPLIT  
Market: Cleveland  
Estimate: 3010  
Description: OH MANDEL KENNEDY SPLIT OCT 23-NOV  
Flight Start Date: 10/23/12 5:00:00 AM  
Flight End Date: 11/6/12 4:59:00 AM

Separation between spots: 10

| Station       | Total Spots | STN Gross   | PCT  | STN Net     | PCT  |
|---------------|-------------|-------------|------|-------------|------|
| WOIO-TV       | 14          | \$33,000.00 | 100% | \$28,050.00 | 100% |
| Market Total: | 14          | \$33,000.00 |      | \$28,050.00 |      |